

LAMPIRAN

KUESIONER

A. Identitas Responden :

1. Umur : a. < 15 tahun d. 26 – 30 tahun
b. 16 – 20 tahun e. > 30 tahun
c. 21 – 25 tahun
2. Jenis kelamin : a. Pria b. Wanita
3. Pendidikan Terakhir: a. SD d. Akademi / Diploma
b. SLTP e. Sarjana
c. SLTA
4. Lamanya menjadi konsumen : a. < 1 tahun
b. 1 tahun – 3 tahun
c. 4 tahun – 5 tahun
d. > 5 tahun

B. Petunjuk Pengisian

Pilihlah jawaban dari pertanyaan dibawah ini sesuai dengan pendapat Bp/Ibu/Sdr dengan memberikan tanda silang pada salah satu jawaban yang telah disediakan. Adapun alternatif jawaban yang disediakan adalah sebagai berikut:

- | | | |
|-----|-----------------------|-----|
| SS | = Sangat Setuju | (5) |
| S | = Setuju | (4) |
| KS | = Kurang Setuju | (3) |
| TS | = Tidak Setuju | (2) |
| STS | = Sangat Tidak Setuju | (1) |

DAFTAR PERTANYAAN

A. PRODUK

No	Pernyataan	STS	TS	KS	S	SS
1	Produk Lampu Philips yang ditawarkan sesuai keinginan konsumen					
2	Kualitas Produk mampu bersaing dengan produk yang lain					
3	Citra produk sesuai dengan iklan yang ditawarkan					
4	Terdapat bermacam-macam model produk yang ditawarkan					

B. PROMOSI

No	Pernyataan	STS	TS	KS	S	SS
1	Brosur yang ditawarkan mampu menarik minat konsumen					
2	Pajangan produk yang dipasang dietalase (ruang pameran) menarik perhatian konsumen untuk berbelanja					
3	Penempatan iklan pada koran dan majalah mudah dilihat oleh konsumen					
4	Isi pesan pada iklan mudah dimengerti konsumen					

C. HARGA

No	Pernyataan	STS	TS	KS	S	SS
1	Harga produk relatif murah dibanding produk yang lain					
2	Harga produk mampu bersaing dengan produk lampu di tempat lain					
3	Harga produk terjangkau oleh konsumen					
4	Harga produk sebanding dengan kualitas yang ditawarkan					

D. KEPUTUSAN PEMBELIAN

No	Pernyataan	STS	TS	KS	S	SS
1	Saya senang membeli lampu Philips					
2	Saya percaya dengan lampu Philips					
3	Saya tertarik dengan lampu Philips					

HASIL UJI VALIDITAS DAN RELIABILITAS : PRODUK

Correlations

		Correlations				
		P1	P2	P3	P4	Produk
P1	Pearson Correlation	1	.178	.481**	.279*	.725**
	Sig. (2-tailed)		.113	.000	.012	.000
	N	80	80	80	80	80
P2	Pearson Correlation	.178	1	.232*	.189	.571**
	Sig. (2-tailed)	.113		.039	.092	.000
	N	80	80	80	80	80
P3	Pearson Correlation	.481**	.232*	1	.320**	.756**
	Sig. (2-tailed)	.000	.039		.004	.000
	N	80	80	80	80	80
P4	Pearson Correlation	.279*	.189	.320**	1	.660**
	Sig. (2-tailed)	.012	.092	.004		.000
	N	80	80	80	80	80
Produk	Pearson Correlation	.725**	.571**	.756**	.660**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	80	80	80	80	80

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	80	100.0
	Excluded ^a	0	.0
	Total	80	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.612	4

HASIL UJI VALIDITAS DAN RELIABILITAS : PROMOSI

Correlations

		Correlations				
		PR1	PR2	PR3	PR4	Promosi
PR1	Pearson Correlation	1	.422**	.302**	.240*	.730**
	Sig. (2-tailed)		.000	.007	.032	.000
	N	80	80	80	80	80
PR2	Pearson Correlation	.422**	1	.171	.063	.630**
	Sig. (2-tailed)	.000		.130	.581	.000
	N	80	80	80	80	80
PR3	Pearson Correlation	.302**	.171	1	.542**	.718**
	Sig. (2-tailed)	.007	.130		.000	.000
	N	80	80	80	80	80
PR4	Pearson Correlation	.240*	.063	.542**	1	.656**
	Sig. (2-tailed)	.032	.581	.000		.000
	N	80	80	80	80	80
Promosi	Pearson Correlation	.730**	.630**	.718**	.656**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	80	80	80	80	80

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	80	100.0
	Excluded ^a	0	.0
	Total	80	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.616	4

HASIL UJI VALIDITAS DAN RELIABILITAS : HARGA

Correlations

		Correlations				
		H1	H2	H3	H4	Harga
H1	Pearson Correlation	1	.356**	.298**	.456**	.728**
	Sig. (2-tailed)		.001	.007	.000	.000
	N	80	80	80	80	80
H2	Pearson Correlation	.356**	1	.982**	.130	.812**
	Sig. (2-tailed)	.001		.000	.251	.000
	N	80	80	80	80	80
H3	Pearson Correlation	.298**	.982**	1	.146	.797**
	Sig. (2-tailed)	.007	.000		.198	.000
	N	80	80	80	80	80
H4	Pearson Correlation	.456**	.130	.146	1	.616**
	Sig. (2-tailed)	.000	.251	.198		.000
	N	80	80	80	80	80
Harga	Pearson Correlation	.728**	.812**	.797**	.616**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	80	80	80	80	80

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	80	100.0
	Excluded ^a	0	.0
	Total	80	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.712	4

HASIL UJI VALIDITAS DAN RELIABILITAS : KEPUTUSAN PEMBELIAN

Correlations

		Correlations			
		KP1	KP2	KP3	Keputusan Pembelian
KP1	Pearson Correlation	1	.237 [*]	.248 [*]	.729 ^{**}
	Sig. (2-tailed)		.034	.027	.000
	N	80	80	80	80
KP2	Pearson Correlation	.237 [*]	1	.258 [*]	.673 ^{**}
	Sig. (2-tailed)	.034		.021	.000
	N	80	80	80	80
KP3	Pearson Correlation	.248 [*]	.258 [*]	1	.714 ^{**}
	Sig. (2-tailed)	.027	.021		.000
	N	80	80	80	80
Keputusan Pembelian	Pearson Correlation	.729 ^{**}	.673 ^{**}	.714 ^{**}	1
	Sig. (2-tailed)	.000	.000	.000	
	N	80	80	80	80

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	80	100.0
	Excluded ^a	0	.0
	Total	80	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.776	3

HASIL UJI ASUMSI KLASIK

UJI NORMALITAS

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		80
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	1.02863062
Most Extreme Differences	Absolute	.082
	Positive	.082
	Negative	-.048
Kolmogorov-Smirnov Z		.730
Asymp. Sig. (2-tailed)		.661
a. Test distribution is Normal.		

HASIL UJI MULTIKOLINEARITAS

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Harga, Produk, Promosi ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Produk	.663	1.508
	Promosi	.576	1.735
	Harga	.738	1.354

a. Dependent Variable: Keputusan Pembelian

HASIL UJI HETEROSKEDASTISITAS

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Harga, Produk, Promosi ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: Abs_res

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.143 ^a	.020	-.018	.67338

a. Predictors: (Constant), Harga, Produk, Promosi

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.715	3	.238	.525	.666 ^a
	Residual	34.461	76	.453		
	Total	35.176	79			

a. Predictors: (Constant), Harga, Produk, Promosi

b. Dependent Variable: Abs_res

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.165	.674		1.729	.088
	Produk	.034	.042	.110	.791	.432
	Promosi	-.034	.046	-.113	-.755	.453
	Harga	-.023	.037	-.084	-.636	.527

a. Dependent Variable: Abs_res

HASIL UJI AUTOKORELASI

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Harga, Produk, Promosi ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Keputusan Pembelian

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.769 ^a	.591	.574	1.04874	1.722

a. Predictors: (Constant), Harga, Produk, Promosi

b. Dependent Variable: Keputusan Pembelian

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	120.612	3	40.204	36.554	.000 ^a
	Residual	83.588	76	1.100		
	Total	204.200	79			

a. Predictors: (Constant), Harga, Produk, Promosi

b. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.395	1.050		1.329	.188
	Produk	.348	.066	.475	5.273	.000
	Promosi	.200	.071	.272	2.811	.006
	Harga	.120	.057	.178	2.086	.040

a. Dependent Variable: Keputusan Pembelian

HASIL REGRESI LINEAR BERGANDA, UJI t, UJI F DAN KOEFISIEN DETERMINASI (R^2)

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Harga, Produk, Promosi ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Keputusan Pembelian

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.769 ^a	.591	.574	1.04874

a. Predictors: (Constant), Harga, Produk, Promosi

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	120.612	3	40.204	36.554	.000 ^a
	Residual	83.588	76	1.100		
	Total	204.200	79			

a. Predictors: (Constant), Harga, Produk, Promosi

b. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.395	1.050		1.329	.188
	Produk	.348	.066	.475	5.273	.000
	Promosi	.200	.071	.272	2.811	.006
	Harga	.120	.057	.178	2.086	.040

a. Dependent Variable: Keputusan Pembelian